

**REMARKS**

The claims have been amended to require an analysis of the content before simply inserting an advertisement, willy nilly, within the content. Doing otherwise results in interrupting the context of the existing content, cutting off video in mid-flow or interrupting speech or audio.

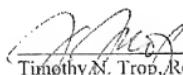
No such analysis is provided in Arsenault and, therefore, reconsideration is requested.

Support for the amended claims may be found, for example, at page 7, lines 20-26.

Reconsideration is also requested with respect to the double patenting rejection on the grounds that the cited application has not yet issued. Until such time as that patent may issue, it is impossible to determine the exact nature of any disclaimer that might be needed. Therefore, it is requested that the double patenting rejection be deferred.

Respectfully submitted,

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